

CHAPTER 162

GOVERNMENT - STATE

HOUSE BILL 21-1223

BY REPRESENTATIVE(S) McLachlan and Soper, Amabile, Arndt, Bernett, Bird, Cutter, Duran, Esgar, Exum, Froelich, Gray, Herod, Hooton, Jackson, Jodeh, Kipp, Lontine, McCluskie, McCormick, Michaelson Jenet, Mullica, Roberts, Snyder, Titone, Valdez A., Valdez D., Weissman, Young;
also SENATOR(S) Story and Coram, Bridges, Danielson, Fenberg, Fields, Ginal, Gonzales, Jaquez Lewis, Lee, Pettersen, Priola, Rodriguez, Winter.

AN ACT**CONCERNING THE CREATION OF THE OUTDOOR RECREATION INDUSTRY OFFICE IN THE OFFICE OF ECONOMIC DEVELOPMENT.**

Be it enacted by the General Assembly of the State of Colorado:

SECTION 1. In Colorado Revised Statutes, **add 24-48.5-129** as follows:

24-48.5-129. Outdoor recreation industry office - creation - duties - legislative declaration. (1) (a) THE GENERAL ASSEMBLY HEREBY FINDS AND DECLARES THAT:

(I) COLORADO'S OUTDOOR RECREATION INDUSTRY IS VITAL TO COLORADO'S DIVERSE ECONOMY AND THE GENERAL WELFARE OF COLORADANS;

(II) THE CONTINUED GROWTH AND HEALTH OF THE OUTDOOR RECREATION ECONOMY REQUIRES THE STATE'S COORDINATION, PROMOTION, AND SUPPORT;

(III) COLORADO'S NATURAL BEAUTY, INCLUDING TWENTY-TWO MILLION ACRES OF PUBLIC LAND, ONE HUNDRED FIVE THOUSAND THREE HUNDRED FORTY-FOUR MILES OF RIVERS, SIX HUNDRED NINETY PEAKS OVER THIRTEEN THOUSAND FEET HIGH, AS WELL AS PRAIRIES, MOUNTAIN VALLEYS, AND DESERT CANYONS, FORM THE BACKBONE OF THE OUTDOOR RECREATION INDUSTRY AND PROVIDE DIVERSE RECREATION OPPORTUNITIES THAT IMPROVE COLORADANS' HEALTH, ENHANCE COLORADANS' QUALITY OF LIFE, AND STRENGTHEN COLORADO'S ECONOMY;

(IV) SINCE THE GOVERNOR FORMED THE OUTDOOR RECREATION INDUSTRY OFFICE

Capital letters or bold & italic numbers indicate new material added to existing law; dashes through words or numbers indicate deletions from existing law and such material is not part of the act.

IN THE OFFICE OF ECONOMIC DEVELOPMENT IN 2015, THE OUTDOOR RECREATION INDUSTRY OFFICE HAS:

(A) COORDINATED RESOURCES AND INDUSTRY PROMOTION AND INFORMED POLICY;

(B) ENGAGED FEDERAL, TRIBAL, STATE, AND LOCAL GOVERNMENTS AND ECONOMIC DEVELOPMENT ORGANIZATIONS TO ATTRACT, RETAIN, AND EXPAND BUSINESSES AND MARKET THE OUTDOOR RECREATION ECONOMY;

(C) PROMOTED WORKFORCE TRAINING PROGRAMS, SKILL MASTERY, AND LIFELONG LEARNING OPPORTUNITIES; AND

(D) FACILITATED PUBLIC-PRIVATE PARTNERSHIPS TO ENHANCE PUBLIC OUTDOOR RECREATIONAL ACCESS, INFRASTRUCTURE IMPROVEMENTS, AND CONSERVATION EFFORTS;

(V) COLORADO'S OUTDOOR RECREATION INDUSTRY OFFICE SUPPORTS AND GROWS THE ECONOMIC VALUE OF COLORADO'S NATURAL ASSETS, WHICH DRAW MILLIONS OF VISITORS EACH YEAR, GENERATE BILLIONS OF DOLLARS IN TAX REVENUE, AND EMPLOY OVER HALF A MILLION COLORADANS; AND

(VI) COLORADO'S OUTDOOR RECREATION INDUSTRY BUILDS THE ECONOMY IN LESSER-KNOWN WAYS, SUCH AS AIDING EMPLOYEE RECRUITMENT AND RETENTION, DRIVING DEVELOPMENT NEAR RECREATION OPPORTUNITIES, FOSTERING PRODUCT MANUFACTURING AND ENTREPRENEURIALISM, ATTRACTING TELECOMMUTERS AND RETIREES, AND BRINGING HIGH-TECH AND ADVANCED INDUSTRIES TO COLORADO.

(b) THE GENERAL ASSEMBLY, THEREFORE, DECLARES IT TO BE THE POLICY OF COLORADO TO CONTINUE TO:

(I) CULTIVATE AND PROMOTE THE STATE'S COORDINATED DEVELOPMENT OF THE OUTDOOR RECREATION INDUSTRY IN COLORADO;

(II) PROTECT AND CONSERVE OUR PUBLIC LANDS, WATERS, AIR, AND CLIMATE; AND

(III) PARTNER WITH THE OUTDOOR RECREATION INDUSTRY TO ENSURE THAT THE INDUSTRY SERVES AS A GOOD STEWARD OF COLORADO'S UNIQUE NATURAL BEAUTY AND ASSETS.

(c) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT THE STATE MUST PARTNER WITH THE OUTDOOR INDUSTRY TO PROMOTE EFFORTS THAT INCREASE DIVERSITY, EQUITY, AND INCLUSION IN THE OUTDOORS AND MUST ENSURE ALL COLORADANS CAN PARTAKE IN AND BENEFIT FROM COLORADO'S MANY OUTDOOR RECREATION OPPORTUNITIES.

(d) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT CULTIVATION AND DEVELOPMENT OF THE OUTDOOR RECREATION INDUSTRY REQUIRES A UNIFIED AND COLLABORATIVE STATEWIDE EFFORT, AND THE OUTDOOR RECREATION INDUSTRY OFFICE, AS CODIFIED BY THIS SECTION SHALL, TO THE EXTENT POSSIBLE,

SERVE AS THE STATE'S PRIMARY COORDINATING BODY TO WORK WITH RELEVANT FEDERAL, STATE, AND LOCAL GOVERNMENTS AND NONGOVERNMENTAL ORGANIZATIONS TO PROMOTE AND SUPPORT THE OUTDOOR RECREATION INDUSTRY.

(2) THE OUTDOOR RECREATION INDUSTRY OFFICE IS HEREBY CREATED WITHIN THE OFFICE OF ECONOMIC DEVELOPMENT. THE DIRECTOR OF THE OUTDOOR RECREATION INDUSTRY OFFICE IS DESIGNATED BY AND SHALL REPORT TO THE DIRECTOR OF THE OFFICE OF ECONOMIC DEVELOPMENT.

(3) THE OUTDOOR RECREATION INDUSTRY OFFICE SHALL:

(a) SERVE AS COLORADO'S CENTRAL COORDINATOR OF OUTDOOR RECREATION INDUSTRY MATTERS, WHICH INCLUDES RESOURCE DEVELOPMENT, INDUSTRY PROMOTION, AND CONNECTION WITH THE CONSTITUENTS, BUSINESSES, AND COMMUNITIES THAT RELY ON THE HEALTH OF COLORADO'S OUTDOOR RECREATION ECONOMY;

(b) MAKE RECOMMENDATIONS THAT INFORM THE GOVERNOR'S POLICY ON OUTDOOR RECREATION INDUSTRY MATTERS, INCLUDING POLICY ON BUSINESS ISSUES UNIQUE TO THE OUTDOOR RECREATION INDUSTRY;

(c) COORDINATE AND SUPPORT THE OUTDOOR RECREATION INDUSTRY IN COLORADO BY PROMOTING ECONOMIC DEVELOPMENT, CONSERVATION, STEWARDSHIP, EDUCATION, WORKFORCE TRAINING, AND PUBLIC HEALTH AND WELLNESS; AND

(d) ADDRESS THE CHRONIC AND SYSTEMIC INEQUITIES THAT PREVENT UNDERSERVED YOUTH AND COMMUNITIES FROM ENGAGING IN MEANINGFUL OUTDOOR RECREATION EXPERIENCES AND CAREER PATHWAYS IN THE OUTDOOR RECREATION INDUSTRY.

SECTION 2. Act subject to petition - effective date. This act takes effect at 12:01 a.m. on the day following the expiration of the ninety-day period after final adjournment of the general assembly; except that, if a referendum petition is filed pursuant to section 1 (3) of article V of the state constitution against this act or an item, section, or part of this act within such period, then the act, item, section, or part will not take effect unless approved by the people at the general election to be held in November 2022 and, in such case, will take effect on the date of the official declaration of the vote thereon by the governor.

Approved: May 20, 2021